



Xiaomi privacy notice for events

Our Privacy Notice was updated on October 30, 2024.

Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

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1. Introduction

This Privacy Notice explains how Xiaomi Technology Netherlands B.V., and its affiliated companies (hereinafter referred to as "Xiaomi", "we", "our" or "us") process your personal information when you attend our events (including exhibitions, demonstrations, contests, competitions, quizzes, organized games and other public events) - the "**Events**".

You may consult other privacy policies applicable to the collection and use of personal information when using our products and services, or relating to other data protection issues, including the protection of minors or security measures (for these purposes, you can find more information at <https://privacy.mi.com/all/languages/>).

Ultimately, we want what is best for all attendees. If you have any questions about our data processing practices outlined in this Privacy Notice, please contact us [at http://privacy.mi.com/support](http://privacy.mi.com/support) to discuss your specific concerns. We will be happy to hear from you.

2. What does personal information mean?

In accordance with this Privacy Notice, "**personal information**" means information that can be used to directly or indirectly identify an individual, either from that information alone or from that information combined with other information about that individual available to Xiaomi. It includes information such as name, contact details, phone numbers, email addresses and other information about the individual.



identification data, bank details, images, location data or online identifiers (e.g., My ID). We will use your personal information strictly following this Privacy Notice.

3. What personal information do we collect?

3. Collection of personal information

For the purpose of attending an Event, when registering for an Event, Xiaomi may collect the following personal information directly from you (this may depend on the type of Event, and the information will be required on the particular registration form):

- **Identification and contact details.** When registering for a Xiaomi Event, you must provide some identification or contact information, such as, depending on the characteristics of the Event, first name, last name, nickname, alias, title, ID/passport number, gender, country/region, mailing address, phone number and/or date of birth.
- **Professional data.** Biographical information and/or professional background, professional experience, title, position, company, photo, association and/or events attended in the past.
- **Customer data.** Xiaomi products and services related to you, including product type, interests, opinions, reviews, evaluations, etc.
- **Photos, images and video.** In most of our events we record, take pictures and/or broadcast them. In these cases, your image, your voice and your likeness are captured. This is in addition to any CCTV that may exist in the facilities where the event is held.
- **Economic/financial information.** Payment details and/or bank card details for those events that may require some cost for the attendees.
- **Computer/digital information.** Information about your IP address, browser type and operating system when you visit our website, for example, to register for an event. If you need to create an account, you will most likely need to provide us with further information, such as username, password, a secret question for security purposes and/or SMS/email verification, as well as a secondary verification system where necessary.
- **Special categories of data.** Exceptionally, we may also collect personal information relating to your health and medical conditions (e.g., disability and dietary needs). Please note that this information will be requested strictly within the following limits:
 - As a result of your **explicit consent**. For example, if you have provided us with information about your dietary needs, allergies, or if you have informed us of the need for wheelchair access.



- When the processing is necessary to protect **vital interests** (e.g., if a particular health emergency occurs during an Event).
- When the processing is necessary for the establishment, exercise or defense of **legal claims**.
- When the processing is necessary for **preventive or occupational medicine** purposes, in accordance with the conditions of the premises where the Event is held.

3. Collection of personal information from third parties

In some cases, for faster registration or to easily complete an Event form, you may also authorize the pairing of a third-party account with your personal Xiaomi information (e.g., your Google, Facebook or Apple account). With your consent, you authorize the third-party account to import your profile picture, nickname, email and other information that may be relevant to the particular Event.

4. What are the purposes of collecting your personal information?

The purpose of the collection, processing and storage of your personal information is related to the development of the Event. In particular:

- To reserve a place for you at the Event you have requested to attend.
- To provide you with information about the Event for which you have registered, such as event updates and possible changes, cancellations or other relevant information.
- For the general administration, planning, logistics and organization of our events.
- For customer service inquiries regarding the Event.
- For complying with public safety and health and safety regulations.
- With your consent, for future communications about our upcoming events, news, surveys/feedback, and/or to provide you with information about our products and services.
- To photograph, filming and/or broadcasting the event, which will be used to market our services and promote our brand and our products, services and future events. This will include any distribution format, including our website, social media platforms and any marketing support.
- Enhance and plan future events based on your experience and feedback.

5. May we share your personal information with third parties?

To ensure that we provide you with the services described in this Privacy Notice, in particular, to arrange and enable your attendance at the Event, we may share necessary personal information with our partners and other third parties, including:

- Our agents, contractors and service providers (including providers of accommodation, catering, IT, premises and other support services) where appropriate and necessary to receive the information.
- Xiaomi subsidiaries when necessary for the organization of the Event.



- Our co-organizers or partners involved in the organization of an Event.
- Public authorities, professional bodies, associations and/or institutions whose membership or affiliation affects your right to assistance.
- Third party platforms that may assist with registration systems, or third party provider, when organizing an Event on our behalf.
- Owners of the premises where the Event is held.

6. What is the legal basis for the processing of your personal data?

We need a legal basis to collect and process your personal information in accordance with the law. The legal bases for processing your personal data under this Privacy Notice are as follows:

- **To fulfill our contractual obligations.** When you register to attend an Event, the purposes of the processing of your personal data are primarily determined by your attendance at such Event and any related logistical or organizational needs that may affect such Event. Please note that you are required to provide some of your personal data. If you do not provide them, we may not be able to allow you to attend the Event. This mandatory personal information will be duly indicated on each Event form.
- **As a result of your consent.** You may also provide personal information to us on a voluntary basis for certain Event-related activities. Consent will also be required with respect to the processing of your personal information categorized as special categories of data in accordance with this Privacy Notice. Where you have consented to the processing of your personal data for certain activities and the information is not mandatory to attend the Event, you may withdraw your consent.
- **On the basis of Xiaomi's legal obligations.** As a data controller, Xiaomi is subject to legal obligations regarding privacy. In some cases (for example, for the retention of your personal information as a result of a dispute or upon request/consultation of a data protection supervisory authority), the processing of your personal information will be necessary for us in order to comply with these obligations.
- **Within the scope of a legitimate interest.** Sometimes, the processing of your personal information is necessary for the pursuit of Xiaomi's legitimate interests. In these cases, the processing will be carried out with full respect for your rights and freedoms and will at all times ensure that your privacy is not affected. An example of these processing is the recording of images for security reasons in case the Event has video surveillance systems (CCTV), as well as the recording of images or taking photographs for the retransmission or subsequent editing and dissemination of the Event in both internal and external media (website, social networks or media). At the same time that we inform you about the processing of your personal data (image and/or voice) for this specific purpose, we will try to reinforce this information, as far as possible, on the registration form, on the invitation you will receive and/or on the posters located at the entrance of the Event. As far as possible, we will provide areas free of photos and recordings so that those who do not wish to have their photo taken or appear in the recordings can still enjoy and participate in the Event. Please note that the images captured in this type of Event are, in general, merely



incidental and consist of general shots that allow the dissemination of the Event and promotion of the Xiaomi brand. However, due to the characteristics of the Event, it is possible that shots may be captured in which attendees can be recognized and therefore, information will be provided through notices or signage in this regard. In case you prefer not to appear in these recordings or photographs, please avoid the areas where they are taken and follow the instructions of our staff.

7. How long will your personal data be stored?

We store your personal information for no longer than is necessary in connection with the Event you are attending. In cases where you consent to the processing of specific activities, for example, the assignment of your image rights, a specific temporary storage may apply. Depending on the characteristics of the Event, this information will be provided, as far as possible, on the relevant registration form.

Also, when you authorize us to send you further communications, newsletters, etc., this information will be stored unless you withdraw your consent.

8. What are your data protection rights?

You have certain rights in relation to the personal information we hold about you ("Application"). Please note that, depending on where you live, these rights may be subject to specific exclusions and exceptions under applicable local law:

- **Right to access/obtain a report detailing the personal information we hold about you.** Upon request, we will provide you with a copy of the personal information we have collected and processed about you free of charge. For any additional requests for relevant information, we may charge a reasonable fee based on actual administrative costs in accordance with applicable law.
- **Right to correct your personal information.** If the information we hold about you is incorrect or incomplete, you have the right to have it corrected or supplemented based on the purpose of its use.
- **Right to delete your personal information.** You have the right to request deletion or removal of your personal information where there is no compelling reason for us to continue to use it. We will consider the reasons for your request for deletion and will take reasonable steps, including technical steps, to proceed with the deletion of your personal information. Please note that we may not be able to immediately delete information from the backup system due to applicable legal restrictions (for example, where it is necessary to retain your personal information for possible claims that may arise from or in connection with the processing of such personal information) and/or security technology limitations. If this is the case, we will securely store your personal information and isolate it from any further processing until the backup can be deleted or rendered anonymous, or until the legal obligation lapses.
- **Right to restrict or object to the processing of your personal information:** You have the right to restrict/oppose (a) the processing of your personal information by us, for example, where the processing is unlawful in your opinion, but you object to the deletion of your personal information. In such cases, your personal information will only be processed with your consent or for the exercise or defense of legal claims.



- **Right to data portability:** In certain circumstances provided by law you have the right to receive personal information concerning you in a structured, commonly used and machine-readable format and/or to transmit such personal information to another data controller.
- **Right to withdraw consent:** Where your consent is required for the processing of your personal information, you may withdraw your consent at any time. Please note, however, that if you withdraw your consent, you may not be able to access or use certain information, features or services.

For more information, please write to us or contact us at <http://privacy.mi.com/support>.

9. How to exercise your data protection rights?

It will help us process your request more efficiently if you meet the following conditions:

- The application is submitted through the Xiaomi application channel <https://privacy.mi.com/support>.
- To protect the security of your information, your request must be in writing.
- You provide sufficient information to enable Xiaomi to verify your identity and ensure that you are the data subject or are legally authorized to act on your behalf.

Once we obtain sufficient information to confirm that your request can be processed, we will proceed to respond to your request within the time limits established by applicable data protection legislation.

We have the right to refuse to process requests that are meaningless, manifestly unfounded or excessive, requests that violate the privacy rights of others, extremely unrealistic requests and requests that require disproportionate technical work, as well as requests not required by local law, relating to information that has been made public and relating to information provided on confidential terms. If we believe that certain aspects of the request for deletion or access to information may result in us being unable to lawfully use the information for the anti-fraud and security purposes mentioned above, it may also be refused.

10. How is your personal data transferred globally?

Xiaomi processes and backs up personal information through a global operational and monitoring infrastructure. Xiaomi currently has data centers around the world and, for the purposes described in the Privacy Notice, your information may be transferred to these data centers depending on where you are located. In particular:

- **European Economic Area (EEA).** If you attend an EEA Event, Xiaomi Technology Netherlands B.V. will act as the data controller and the data will be retained within the EEA. However, in certain cases, Xiaomi Singapore Pte Ltd. will be responsible for storing your personal information. Where Xiaomi shares personal information originated by you in the EEA with Xiaomi Singapore Pte. Ltd., or to third party service providers outside the EEA, where local regulations may not protect personal information to the same standards as in the EEA, Xiaomi uses standard EU contractual clauses or any other safeguards provided for in



GDPR to protect your information to the highest European standards. You can learn about the specific safeguards we have in place or request a copy by contacting us at <https://privacy.mi.com/support>.

11. Are you obliged to provide your personal data?

As noted above, if you do not provide certain mandatory personal information to attend an Event, we may not be able to provide you with access. For more information, please see the section "What information do we collect?"

12. Is your personal data the basis for automated decision making, including profiling?

As a matter of principle, we do not use the personal data you provide to attend Events for fully automated decision-making processes, including profiling. In the event that we do use such processes, we will specifically inform you in advance of this, as well as of your right in this respect, including information on consent.

13. How to contact us if you have any questions about your personal data?

If you have any comments or questions about this Privacy Notice or any issues related to Xiaomi's collection, use or disclosure of your personal information, please feel free to contact us by visiting <http://privacy.mi.com/support>. When we receive questions about personal information or requests to download or access items, we have a professional team that addresses such concerns, including Data Protection Officers (DPOs) in those territories where applicable. If your question involves an important issue, we may ask you for more information. If you consult us, we will provide you with information on the relevant complaint channels that may be applicable depending on your actual situation. You may also contact us at the following addresses (Please include "Privacy Notice" in your contact message):

- **For users located in the European Economic Area (EEA):**
Xiaomi Technology Netherlands B.V.
Prinses Margrietplantsoen
39 2595 AM, The Hague
Netherlands

14. How to request assistance from the competent authorities?

If you are not satisfied with the response received, you may refer the matter to the competent regulatory authority in your jurisdiction. If you are located in the EEA/UK, please see here for a list of the main competent authorities [in the EEA/UK](#).



15. How do we update this Privacy Notice?

We periodically review our Privacy Notices based on changes in business, technology and applicable law and good practices, and we may update this Privacy Notice. We encourage you to refer to our Privacy Notice each time you attend an Event. Where required by applicable law, we will ask for your explicit consent when we collect additional personal information about you or when we use or disclose your personal information for new purposes.